



synkcreative

EXOL COLOUR GUIDE

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EXOL COLOUR GUIDE - Logo

Primary logo

Made up of various styles and gradients - don't reproduce, use supplied logo.

V1 - For use on Dark Background



V2 - For use on Light Background



Vector logo

Single Colour versions with selected matched colour scheme.

C - 0 M - 0 Y - 0 K - 20



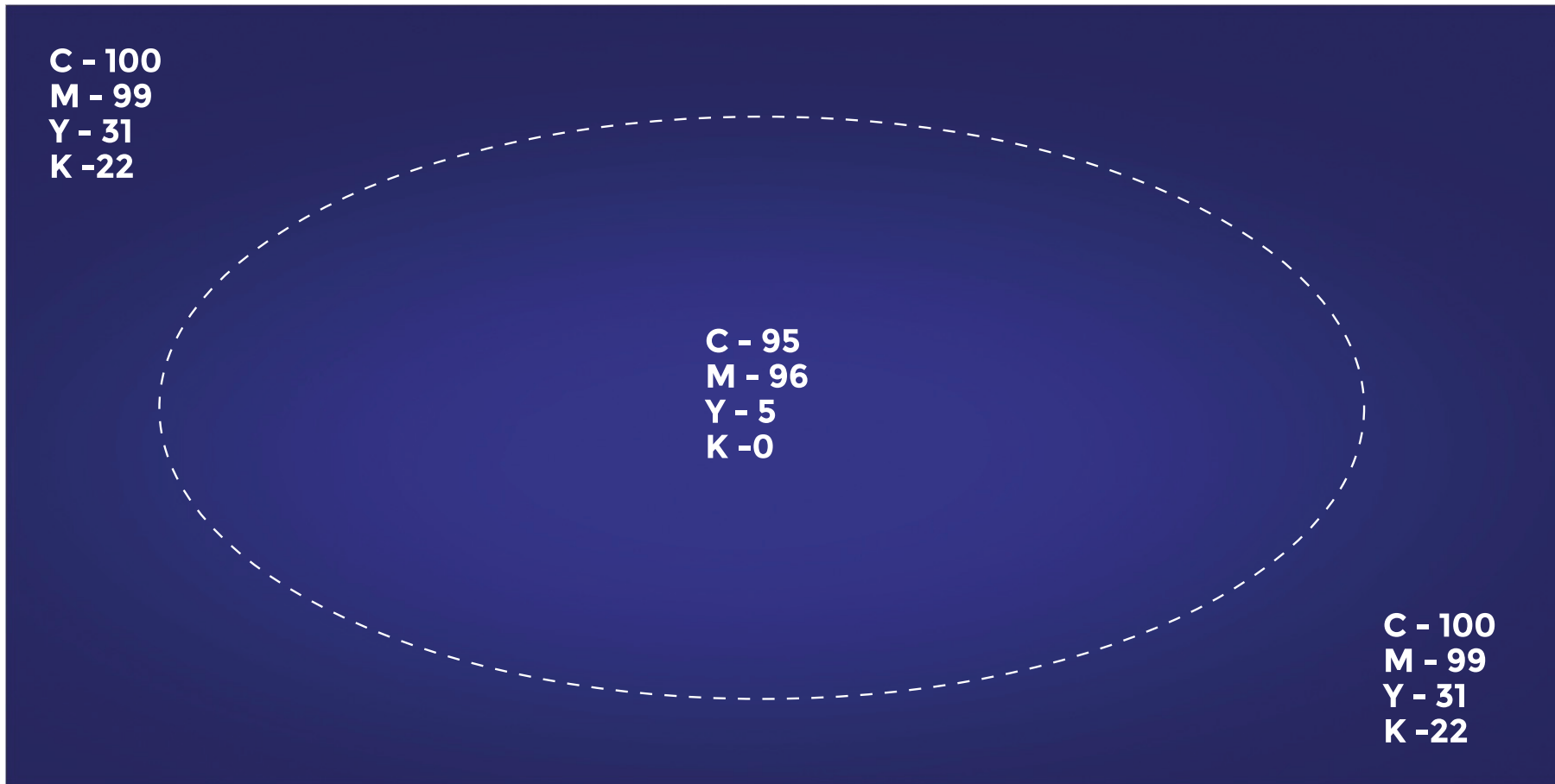
C - 100 M - 100 Y - 25 K - 25



EXOL COLOUR GUIDE - BACKGROUND

Gradient

The background for EXOL is a gradient made up of the following values - notable a radial gradient with the lighter colour in the centre - to the darker colour. See below.



EXOL COLOUR GUIDE - BACKGROUND

Gradient

Logo to sit on lighter part of gradient - or main headline of creative



EXOL COLOUR GUIDE - TEXT AND ICONS

Text on White Background

EXCELLENCE IN LUBRICANTS

C - 100
M - 100
Y - 0
K - 0

EXCELLENCE IN LUBRICANTS

C - 0
M - 0
Y - 0
K - 60

Text on Dark Background

EXCELLENCE IN LUBRICANTS

C - 0
M - 0
Y - 0
K - 0

EXCELLENCE IN LUBRICANTS

C - 100
M - 0
Y - 0
K - 0

